

DIGITAL FOOTPRINT OF KIDS

A Knowthenet study of 2,000 parents reveals their online photo sharing habits and just how many photos of their kids they've posted on the web...

How many photos...

On average,

195 photos

are shared by parents of under fives every year



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The figure rises to **208 images** shared on average by parents of **Kids under 16**

Today's children will feature in almost

1,000 photos before they turn five



Where are these photos?

Popular applications used for uploading/sharing images

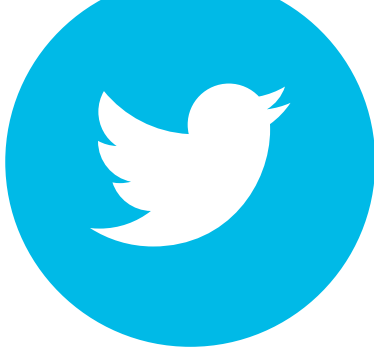
53%



14%



12%



70%

of parents use a smartphone as their main gadget for photos



Parents in the dark...

about who owns the rights to images online



39%

believe they own the sole rights to images on Facebook



17%

believe they own the sole rights to images on Instagram

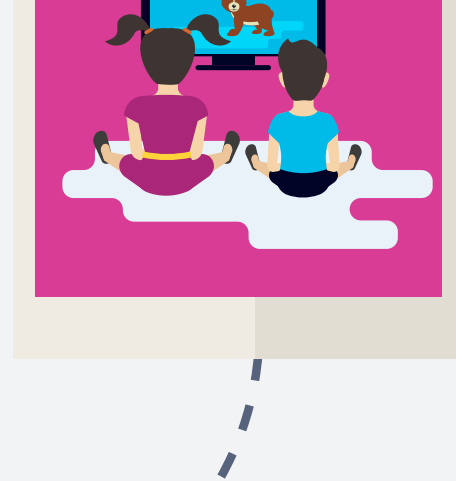


Only 49%

of parents are aware that **location data showing where photos were taken can be stored within an image**

Photo sharing etiquette

A quarter of parents admit to never asking permission of people in photos before sharing



53% have uploaded photos of children **that aren't their own**



Only 12% of parents **ask permission of their child** before uploading photos



A third of parents admit a child has **prevented them uploading an image**



Yet three quarters of parents **expect other people to ask permission of them** before sharing photos online

Privacy settings



17%

of parents have **never checked their Facebook privacy settings**

6%

of parents have privacy settings set on Facebook so **everyone can see their posts**

46%

of parents admit to **checking privacy settings only once or twice**

50%

of parents are **concerned that somebody could use their photos without permission**

Knowthenet.org.uk's top tips



Check your privacy settings:

Take a look at your social network's privacy settings and ensure that they have been changed from the default. Make sure you're only sharing images with the right people and avoid oversharing



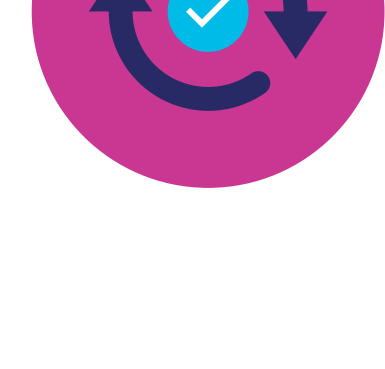
Think before you upload:

If it's an image of a child, do you think they will thank you for sharing it once they've grown up? Consider the feelings of others before posting images – if the child isn't your own try to ask the permission of their parent first. Most importantly, remember that once a picture is uploaded to a social media site it's very difficult to remove all traces of it



Stay in control:

Don't use social networks as a replacement for your own photo albums or hard drive storage, as they could be at risk in the event of any technical glitches. And remember that some social networks will obtain rights to your images once you've uploaded them



Keep up to date:

Social networks regularly add new features and update their own settings so it's important to keep track